

Catering Lease opportunity Sandwell Aquatic Centre

Sandwell Leisure Trust is delighted to be seeking tenders for a 5-year lease for operation of the Café facilities at Sandwell Aquatic Centre.

After successfully hosting the Birmingham 2022 Commonwealth Games swimming and diving events at the new Sandwell Aquatics Centre in Smethwick, we are now ready to move onto the next phase of the project.

The facility will be transformed into a state-of-the-art local leisure centre for Sandwell and the region and will open to the public in July 2023. It will boast a 50 metre Olympic-size swimming pool, a 10 metre high competitive dive tower and a 25 metre dive pool, along with 1,000 spectator seats, as well as cutting edge health, fitness, wellbeing and sporting facilities. An integral part of the success of the Centre will be a café operation, and allied catering services, located in the main ground floor hub of this massively impressive facility. The incoming catering operator will be expected to market to the wide array of potential customers, including, but not limited to Aquatic Centre drop in and events attendees, urban park users, local area community and community and business groups.

The café, kitchen and servery will be leased to the incoming operator as a blank canvas, so we will be expecting the fit out to be planned, financed and delivered by the Café operator. In return, we will be awarding a 5-year lease, with an option to extend this by a further 2 years. The opportunity includes vending and the opportunity to provide additional pop up/cart operations as part of proposals. In addition, there is a very appealing area directly outside of the main facility entrance which could lend itself very well to a piazza style offering.

We are now running a tender process to select the successful catering operator. This process is being run on our behalf by Theresa England of Stir and Blend Ltd. If you are a successful caterer, with a proven track record of delivering high quality, commercially successful and innovative food and drink solutions, we would be delighted to hear from you. Please e-mail for a full tender pack Theresa@stirandblend.co.uk.